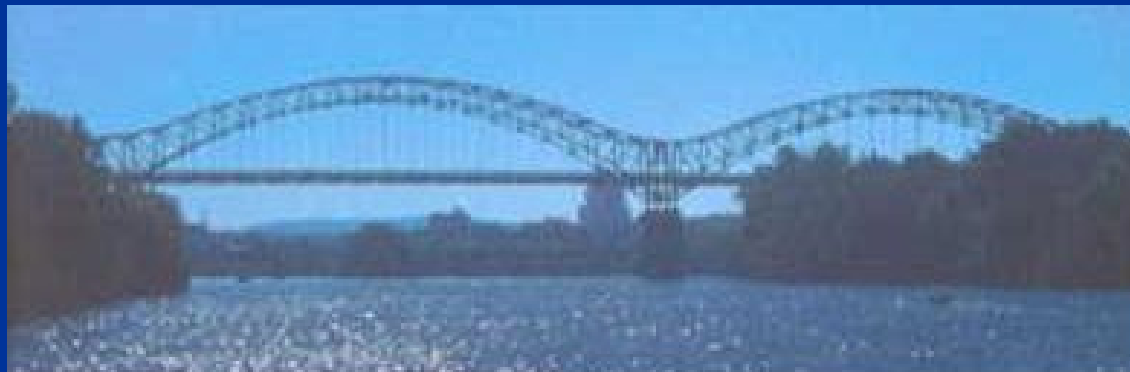


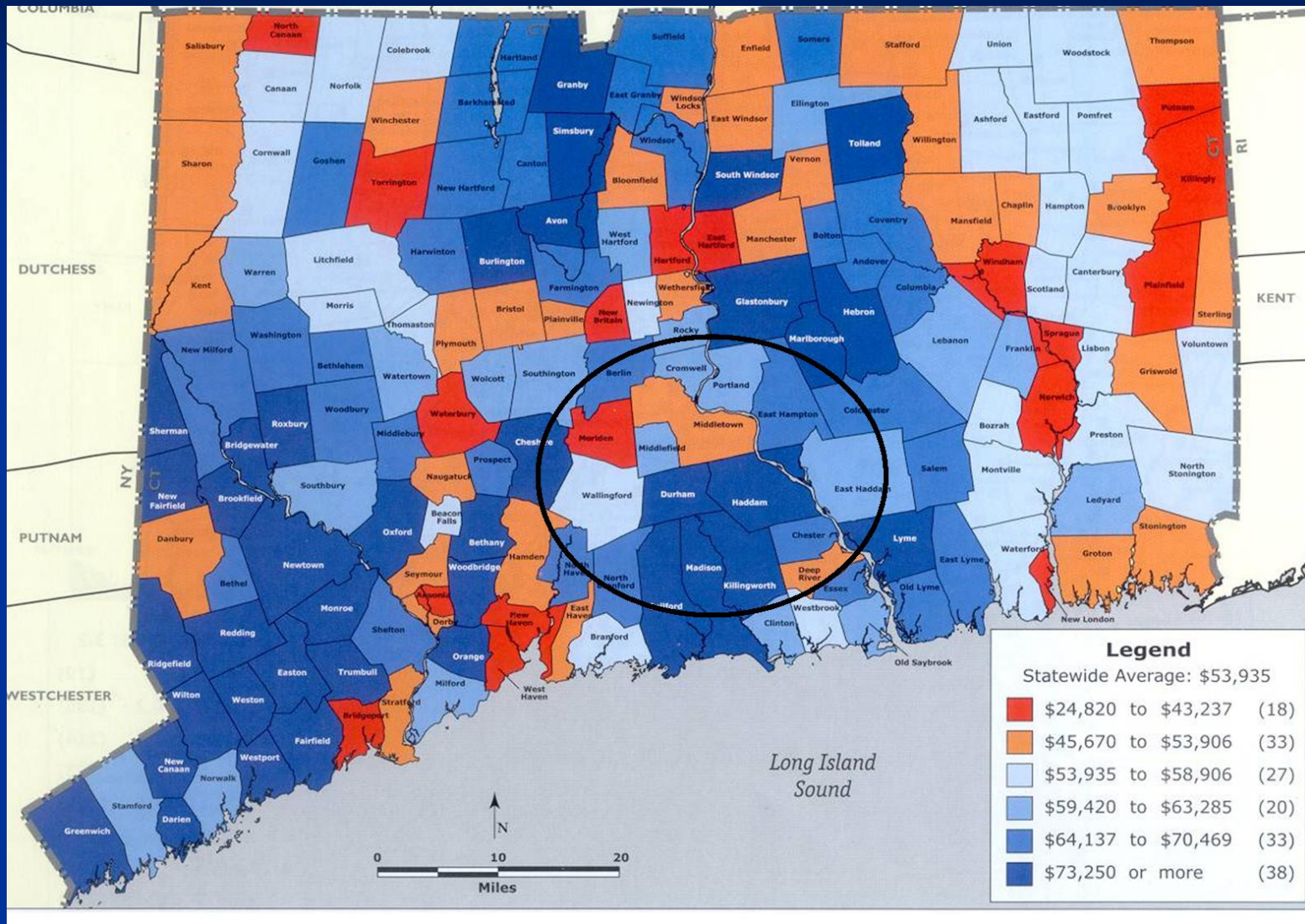
# **THREE RIVERS AT THE NORTH END MIDDLETOWN, CT**



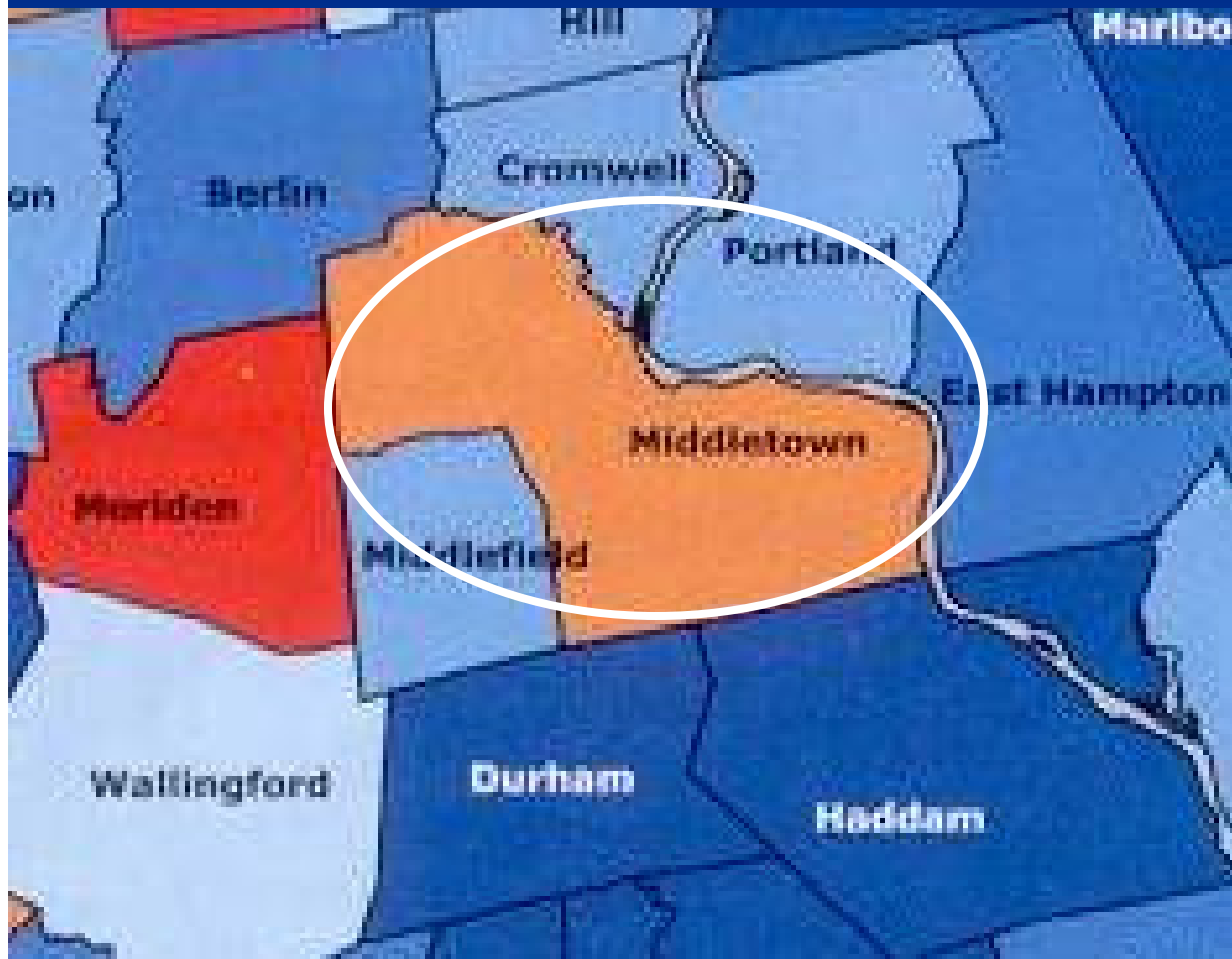
Nehemiah Housing Corporation

Version: January 2006

# Connecticut Income by Municipality



# Median Household Income



Middletown, like most CT cities, is surrounded by wealthier suburbs.

## Legend

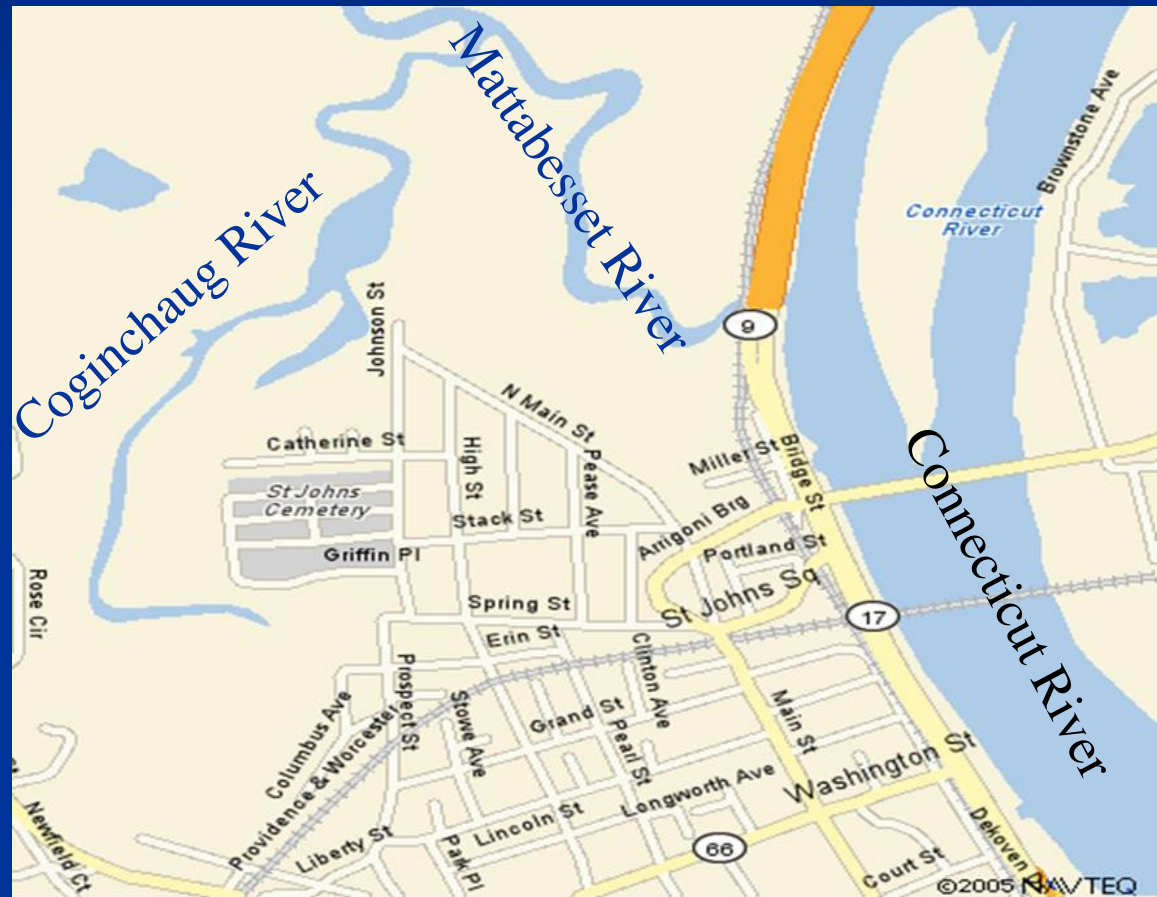
Statewide Average: \$53,935

	\$24,820 to \$43,237	(18)
	\$45,670 to \$53,906	(33)
	\$53,935 to \$58,906	(27)
	\$59,420 to \$63,285	(20)
	\$64,137 to \$70,469	(33)
	\$73,250 or more	(38)

# Three Rivers at The North End Middletown, CT

The North End at Three Rivers is bounded by the Coginchaug River to the West, the Mattabesset River to the North East and the Connecticut River to the East.

This neighborhood is the longest-surviving residential neighborhood in the Central Business District (CBD).





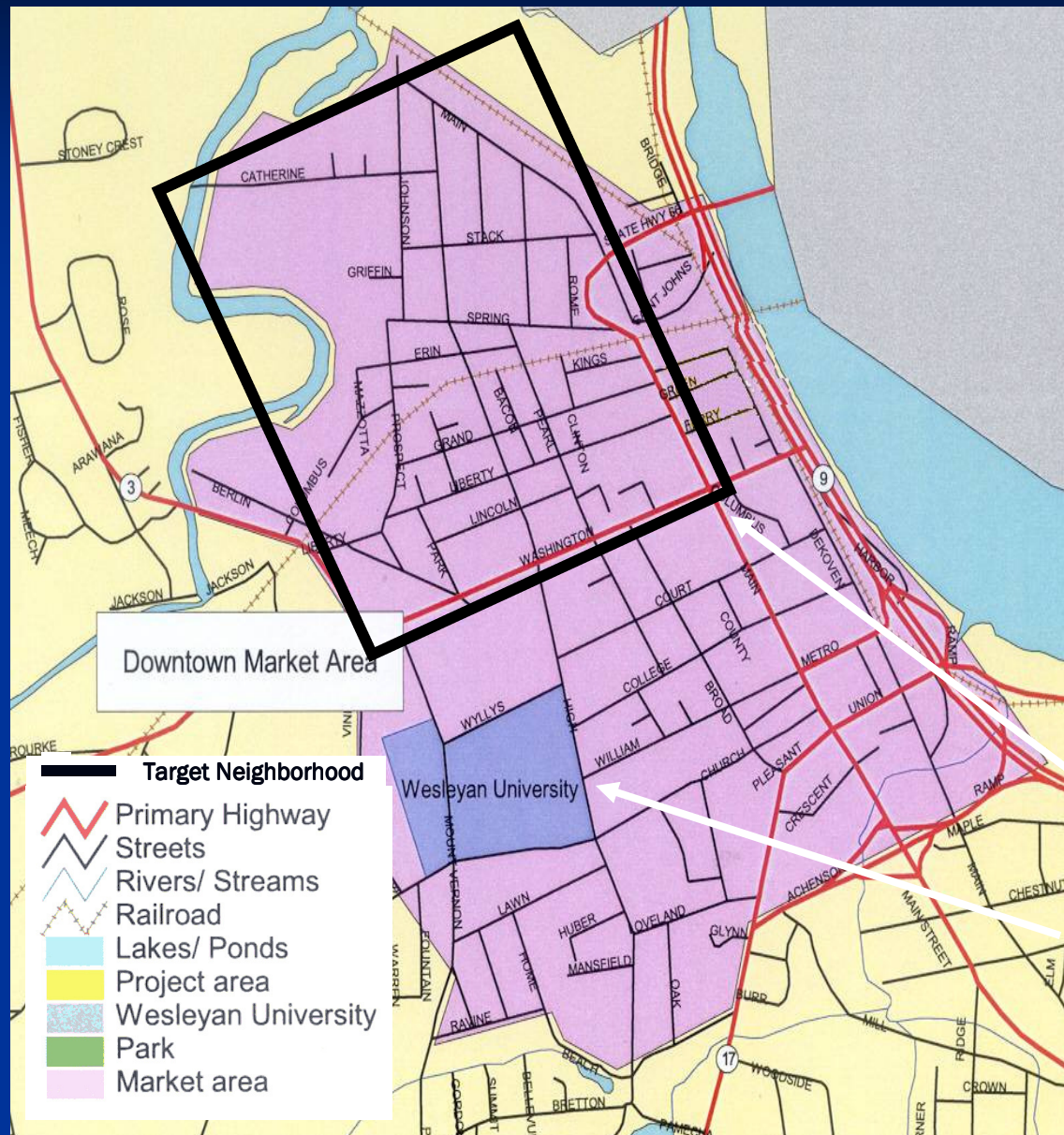
# History

- Founded in 1600 and is the sole surviving residential neighborhood in the downtown area. Buildings date from 1780 to 1930. It has a lot of history to preserve and build on.
- It was a Port City and has had a relationship with the water which has in many ways been lost.
- The Industrial Revolution beginning saw the growth in factories and the railroad. It has left brownfields and with the railroads providing disjointedness in the neighborhood.
- Italian Immigrants began to settle and develop a vibrant community in the early 20th century. After several generations children have moved outside of the neighborhood.

# History (continued)

- Beginning in the 1950's suburbanization put challenges and by the 1970's Main Street Businesses and neighborhood suffered.
- The 1970's and 1980's the concentration of poverty increased.
- New influx of lower income Black and Hispanic families.
- Two State mental hospital closings in Connecticut plus deinstitutionalization added residents in need of social services.
- The target neighborhood now houses approximately three-quarters of Middletown's permanent supportive housing for homeless households.

# Market & Target Neighborhood



The downtown market area is where the majority of the demand for North End housing will originate and where the supply of housing is most similar/competitive with the neighborhood's housing stock.

The neighborhood is located close to:

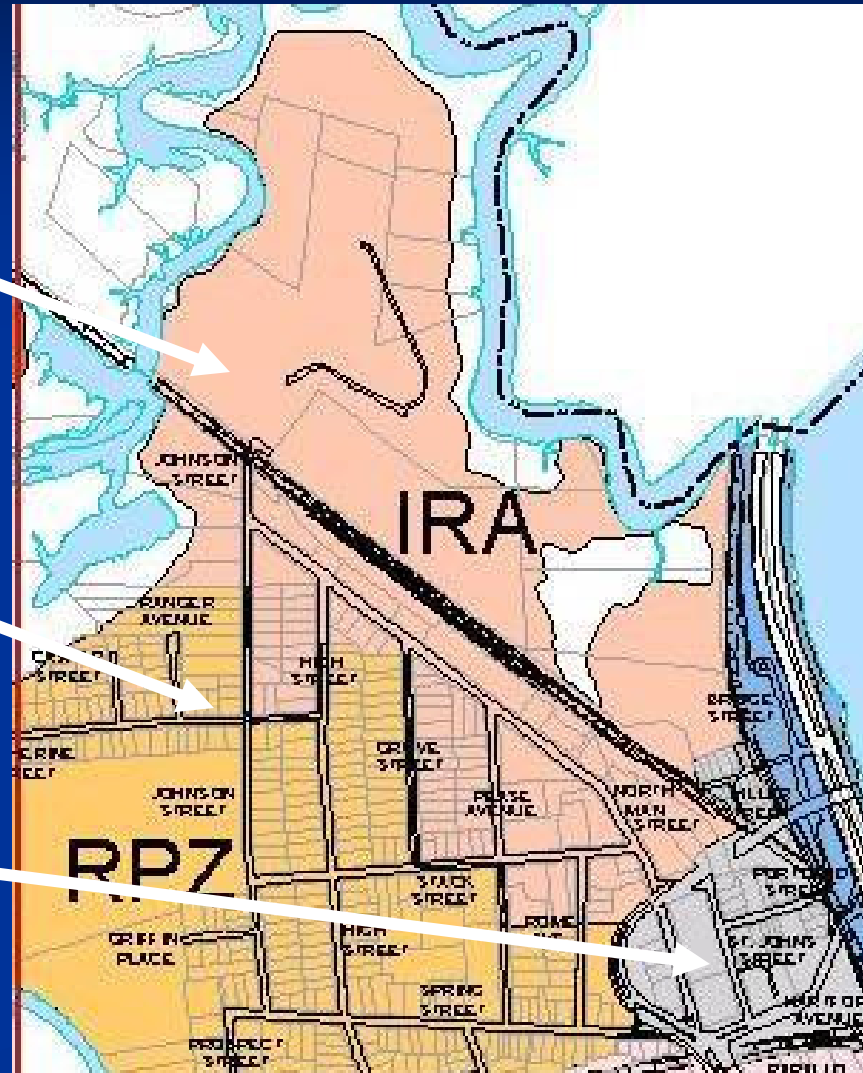
Main Street & the service corridor;  
and Wesleyan University.

# It Consist of three distinct zones

Industrial

Residential

Business





# Main Street's Diverse Restaurants



**O'Rourke's Diner**



**Eli Cannon Pub**



**Little Tibet Restaurant**

# Social Services and Churches



Community Health Center

Liberty  
Commons →  
Supportive  
Housing



Churches

St. Vincent  
De'Paul →  
Soup  
Kitchen



# What is working

- Proximity to Downtown with amenities, the Library, Shops, Restaurants & numerous Arts Organizations.
- Store Front's along Main Street show little vacancy.
- NEAT's activities encourage indigenous participation in improving the general health and well being within the neighborhood.
- Wesleyan's commitment, investment and partnership with NEAT.
- Elderly & New Families show great care in their property.
- Close Proximity to Three Rivers.
- Many who move in Wesleyan University and Students provide vitality.
- A significant portion of the units are made available for special needs housing.
- Some Older Historical Architectural Features Remain.
- On Western portion of the neighborhood strong housing market.



# What's Not Working

- Elderly homeowners increasingly moving out & selling to investors
- Over concentration of special needs population as well as Section 8 vouchers and discharges from the only State Hospital located at the Connecticut Valley Hospital in Middletown.
- Many houses have renovated without consideration for architectural detail and fabric and most need modernization to compete in the market.
- Small Dead End Streets with too much density.
- Concern of problems (Drug dealing and Prostitution) from Ferry-Green-Rapallo moving across Main Street into the targeted area.
- Lack of overall cohesion related to image and sense of belonging.



# What's Not Working

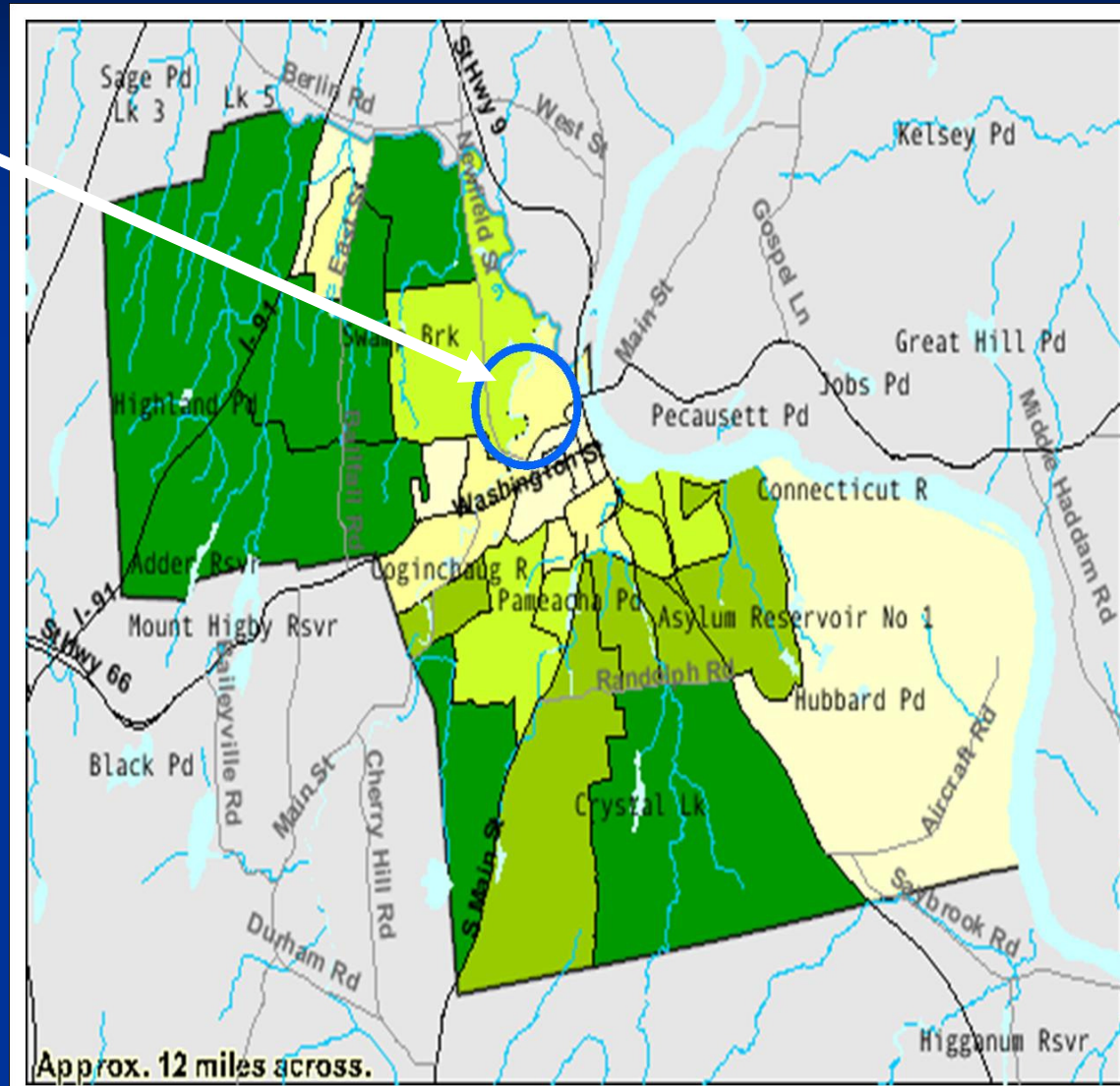
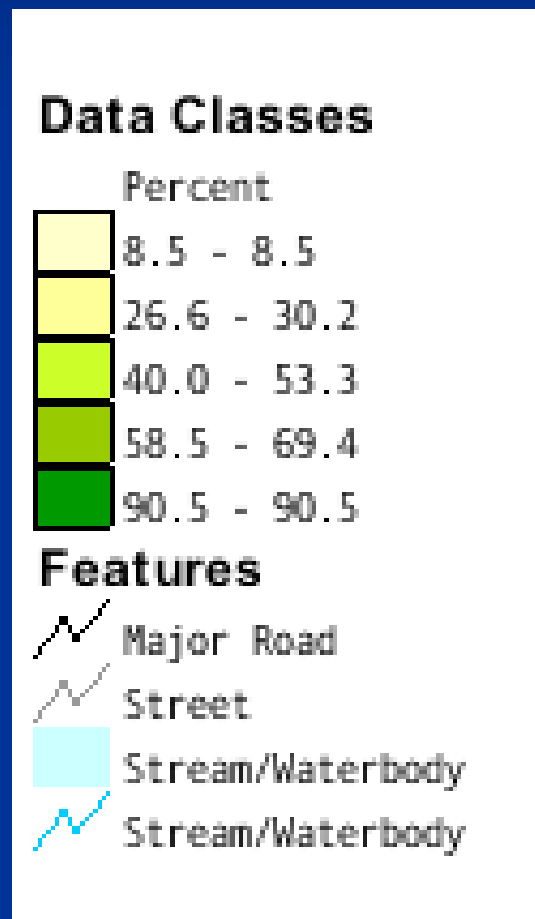
- Traffic pattern at the intersection of Washington Street and Main and the need to access Route 9 and Portland Bridge has created certain “cut through” streets which has deteriorated the neighborhood feeling.
- The Railroad, Route 9, on and off ramp to the Portland Bridge and Garbage Dump have cut off access to the amenity of the three Rivers: Coginchaug, Mattabesset and Connecticut.
- In the northern portion of the targeted area, and the adjacent older Industrial Zone a number of Factories are Brownfield sites.
- There are few incentives and not enough confidence for homeowners and investors to upgrade their properties to a standard that would show healthy growth.

# Census Information

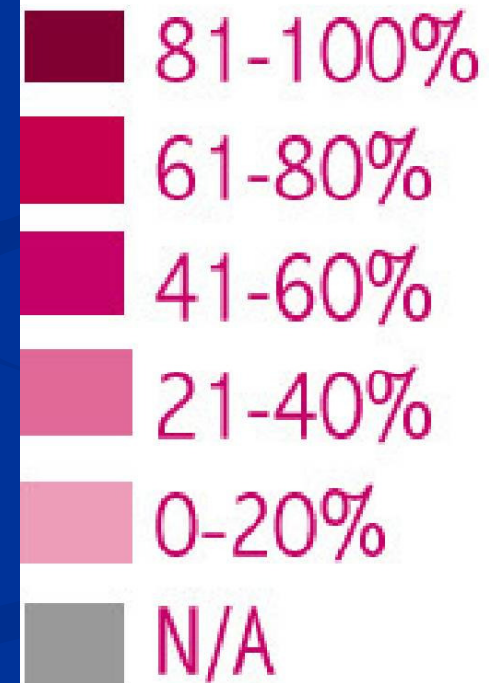
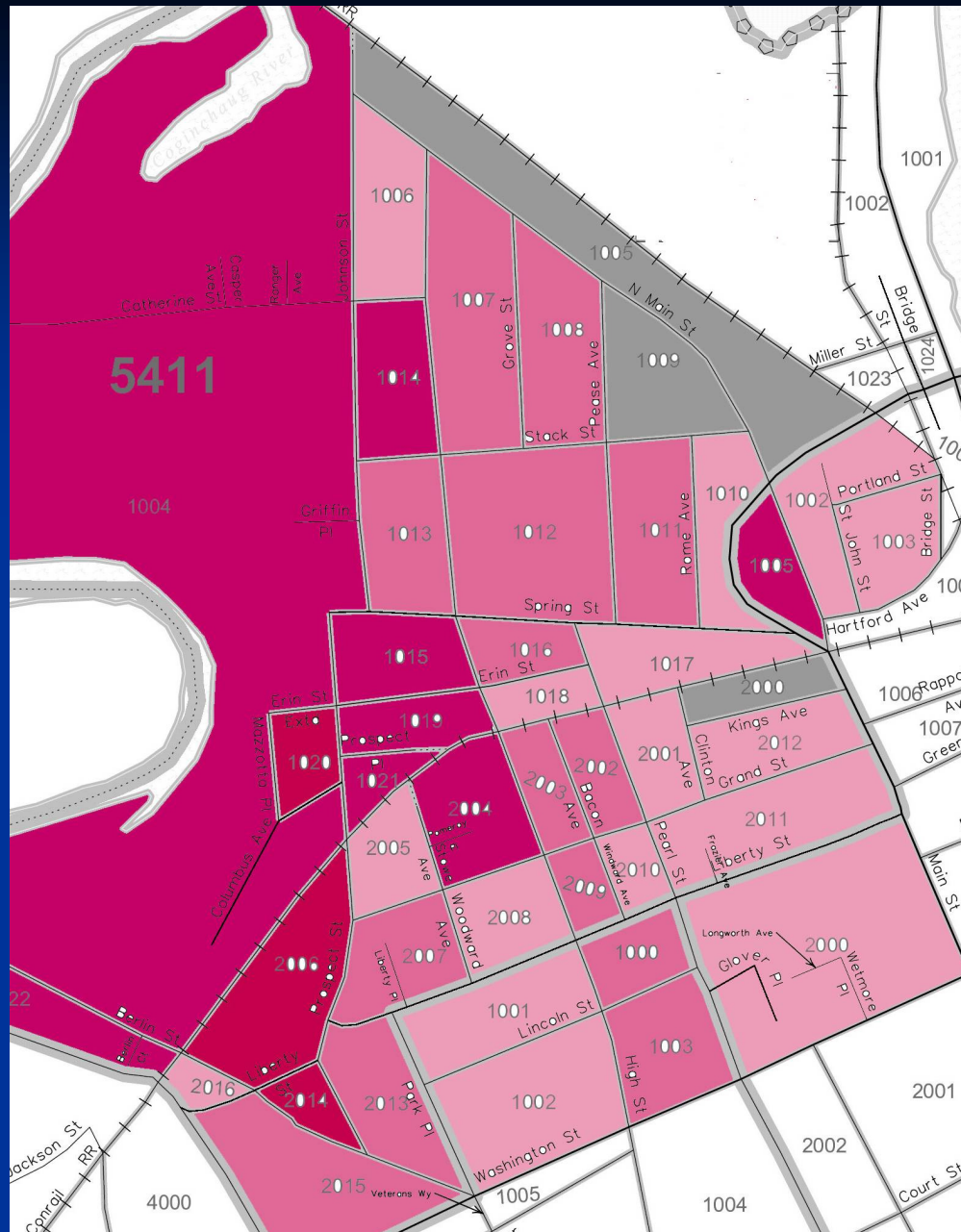
HUD Estimated Median Family Income: \$74,200	Census Tract 5411: Most of the NE	City of Middletown
Median Family Income %	57%	82%
Population	2,383	43,167
Total Housing Occupied Units	1,156	18,554
% Owner-Occupied Units	29%	51%
% Renter Occupied Units	71%	49%

# Middletown Homeownership Rate

# Target Neighborhood



# Census Tract 5411 Homeowner Rate





# Market Forces

**Five new housing developments will impact the Three Rivers at the North End:**

- Zoning approved 400 new market rate rental units (in two phases)
- A 180 unit development is under construction.
- Wesleyan University has built 200 new dorm rooms and requiring students who live in off-campus housing (Wesleyan's & private market) to move on campus.
- Funding is secured to build 96 new rental units (18 at 25% AMI, 18 at 50% AMI, & 60 at 60% AMI) on Ferry Street.
- The Redevelopment Agency and Broad Park Development Corp are working on converting 58 rental units (on Ferry & Green Streets) which serve very-low income households into approx. 20 home ownership dwellings.

**This increase of nearly 900 new housing units will provide competition for tenants, increased speculation by private investors, and could further drain the neighborhood of households with income and who desire to live in new housing, possibly resulting in a further concentration of poverty in the Three Rivers Neighborhood.**

# Grand Street

In summer 2005,  
among worst and best were across  
the street from each other.



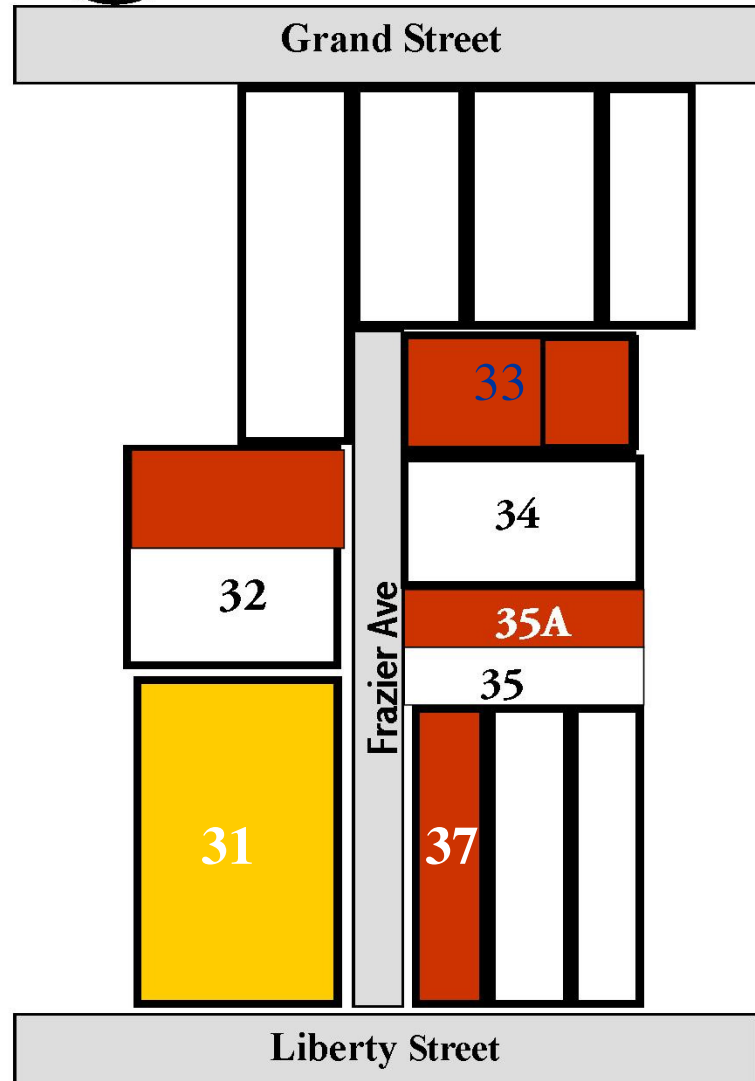
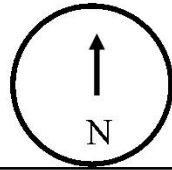


# Grand Street

Summer 2005.



# Frazier Ave







# FRAIZER AVE. Properties



# EIGHT PRINCIPLES

- COMPREHENSIVE
- INCREMENTAL (BUILDING BLOCKS)
- QUALITY
- PRIVATE/PUBLIC PARTNERSHIP
- CHANGING ATTITUDES
- PERSONAL COMMITMENT/INVESTMENT
- RESULTS ORIENTED (IMPLEMENTATION)
- ENHANCES COMMUNITY PRIDE



# *Top Ten List*

*Strategies For Revitalization  
of the North End at Three  
Rivers in Middletown...*

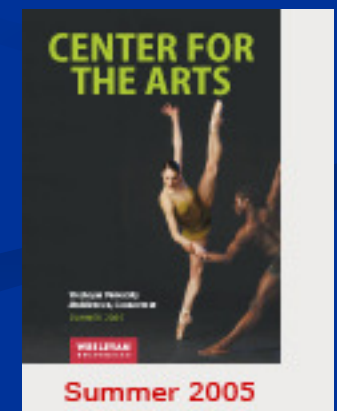
# Strategy #1: Promote the neighborhood as an Artist Enclave

Develop marketing material identifying the arts available which promote the social and cultural well-being of North End families, serving as a cultural and educational resource within walking distance of community residents.

- Wesleyan University's Green Street Arts Center;
- Oddsfellow's Playhouse;
- Wesleyan's Center for the Arts
- Kid City Children's Museum
- The Buttonwood Tree;
- Alderhouse Artist Cooperative and Gallery;



NEAR, INC.  
THE BUTTONWOOD TREE

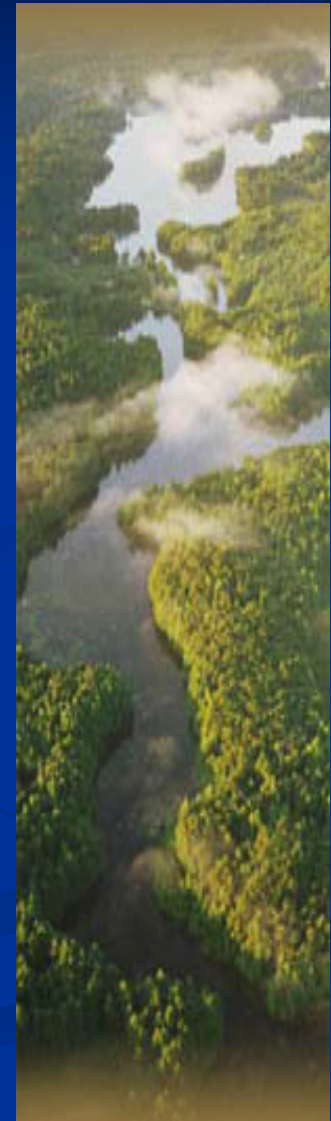




## Strategy #2: Connect to Natural Resources

**Develop image of North End at Three Rivers promoting its access to natural resources by working closely (partnering) with nature groups at DeKovan House:**

- *The Connecticut River Coastal.*
- *Conservation District.*
- *The Rockfall Foundation.*
- *The Rivers Alliance & its Coginchaug River Greenway Committee*
- *The Middlesex Land Trust, Inc..*
- *The Mattabesset Audubon Society.*
- *The Jonah Center for Earth & Art.*
- *Girls Scouts Connecticut Trail Council's.*



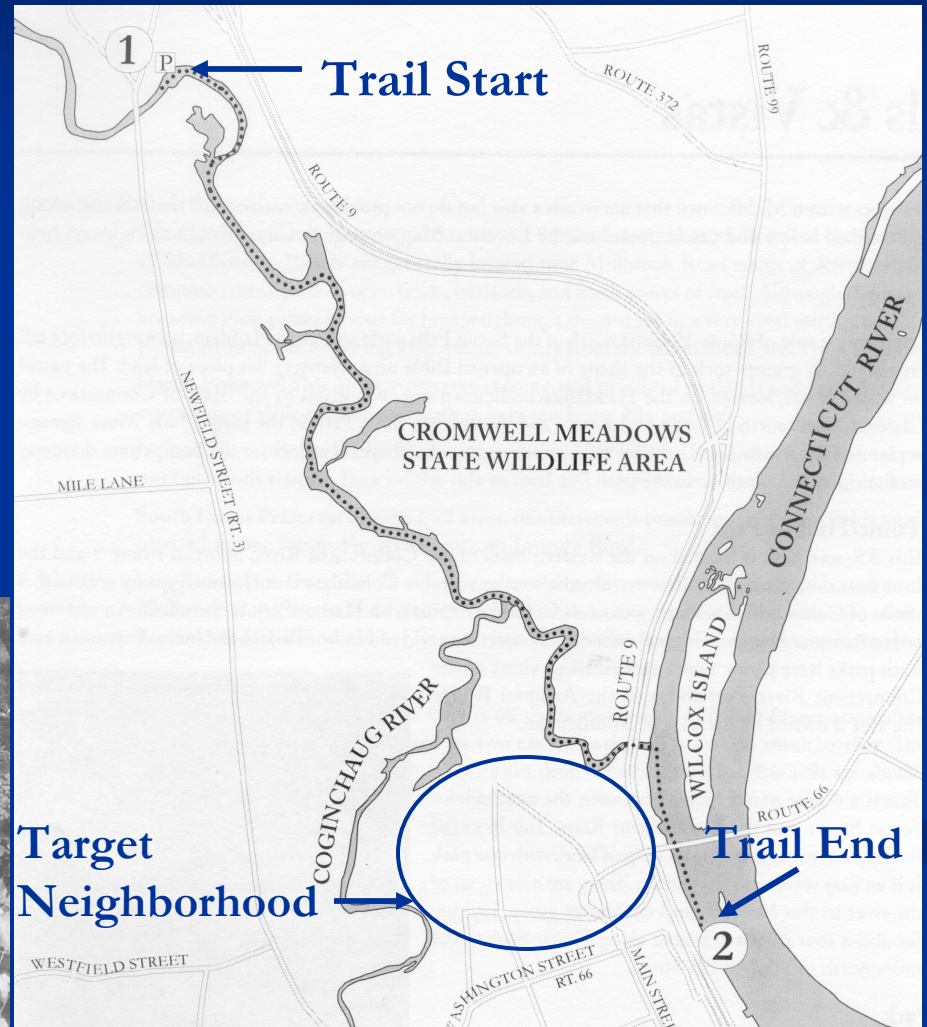
# The Mattabesset River Canoe/Kayak Trail

➤ Approximately 14% of Middletown's land area is dedicated to open space.

➤ The Mattabesset River is the northern boundary of the target neighborhood.

➤ It flows into the Coginchaug and then Connecticut Rivers, an area that is known internationally for rare species, fisheries, wetlands, birds and its habitat.

➤ The trail starts just a few minute drive from the neighborhood, in two hours you end at Harbor Park

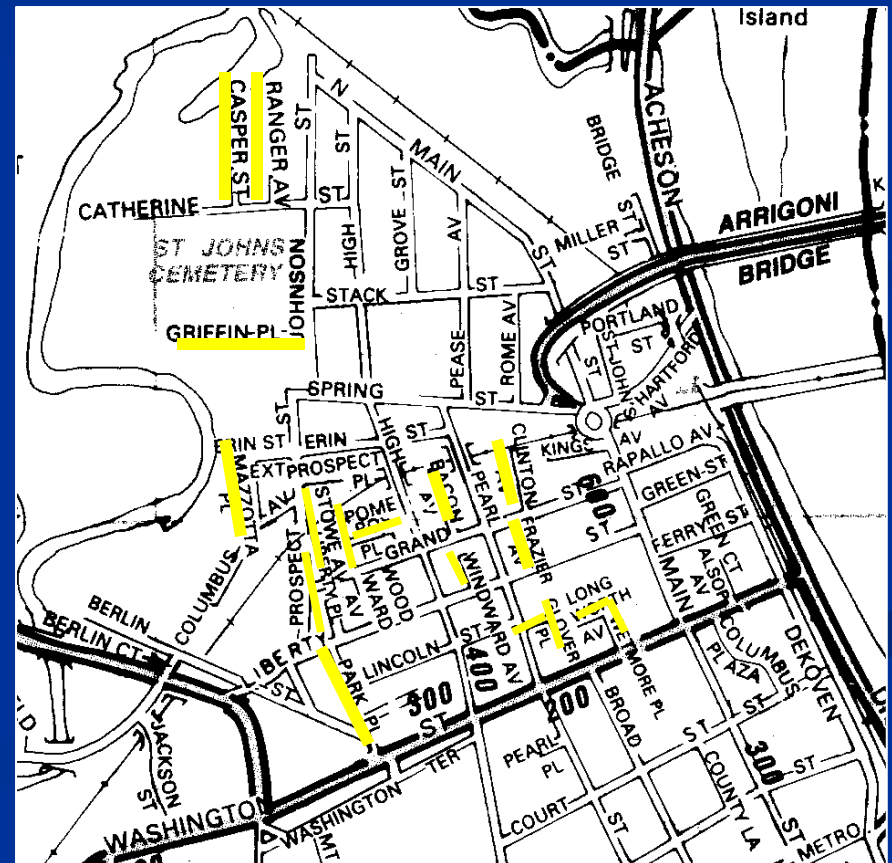


# Strategy #3: Focus On “Places”

Develop approach to market and name "Places" in the North End fostering identity of the communities within “neighborhoods”.

A Marketing plan that will include local Real Estate Agents and the Chamber of Commerce will help create a unique identity for these places. Homeownership shall be encouraged thru conversion. Homeownership to Homeownership transfers shall be facilitated.

Wetmore Place (9)	Frazier Avenue (8)
Glover Place (9)	Stow Avenue (10)
Pomroy Place (8)	Windward Avenue (8)
Liberty Place (6)	Bacon Avenue (14)
Prospect Place (6)	Clinton Avenue (13)
Casper Place	Ranger Ave
	Longworth Avenue (11)



# Strategy #4:

## Increase Responsible Ownership

Provide ownership opportunities for a variety of households.

- Attract buyers to the re-invented housing stock from:
- NEAT participants, households who live in the area, their families and friends.
- Wesleyan University, Middlesex Community College, Artist Organizations, Middlesex Hospital, Middlesex Mutual Insurance & AETNA.
- Chamber of Commerce members.
- People from outside the neighborhood that are interested in living neighborhood in a small city amenities.

Encourage responsible multi-family landlords to maintain their investments in properties and encourage them to acquire multi-family properties which are mismanaged.



# Strategy #5: Promote the Not so Small House

- Encourage the re-development of small houses....
- Invite Surah Susanka Author of the Not so Big House and Creating the Not so Big House.
- NHC to purchase one small house and create a design competition inviting local and regional architects.
- Results of competition to be shown at Green Street Arts Center.
- **Winning design is to be built.**



## Strategy #5: Not so Small House Development

DEVELOPMENT BUDGET	AMOUNT
Purchase Price	\$ 100,000
Renovations	\$ 100,000
<b>Total Uses</b>	<b>\$ 200,000</b>
Down Payment 1 (Homebuyer)	\$ 10,000
Down Payment 2 (Grant)	\$ 3,000
Mortgage (Homebuyer)	\$ 160,000
(Soft Second, "Loan")	\$ 27,000
<b>Total Sources</b>	<b>\$ 200,000</b>

# Strategy #5: Not so Small House Financing

## HOMEBUYER MONTHLY COSTS

---

Mortgage	\$ 696.33
Soft Second City of Middletown	\$ 117.51
Taxes	\$ 136.67
Private Mortgage Insurance	\$ 50.00
Insurance	\$ 50.00
Homeowner Monthly Obligation (PITI)	<b><u>\$ 1,050.50</u></b>

## HOMEBUYER ANALYSIS

---

27% Income for Housing (PITI)	\$3,891
ANNUAL INCOME	\$46,689
2005 estimate CT Median	\$77,100
<b>Percentage of Median Income of Homebuyer</b>	<b>60.6%</b>

# Strategy #5: Not so Small House: Potential Buyer

## **OCCUPATIONS OF POTENTIAL BUYERS**

### **State-wide Avg Salary**

Teachers	\$43,700
Social Science Research Assistance	\$43,500
Social Worker	\$49,000
Paralegal	\$47,500
LPN or Fire fighter	\$48,200

## **TWO INCOME HOUSEHOLDS, OCCUPATIONS**

Security Guard	\$24,000
Food Service	\$19,300
Landscaper/ grounds keeper	\$27,700
Cashier	\$19,200
Retail Sales	\$27,100
Receptionist	\$26,600



# Strategy #6: Promoting Homeownership for the Large House

Work with Wesleyan University and private owners to facilitate sell of their multifamily rental properties to people who will create condos or owner occupied housing in former student housing.

Provide incentives to realtors to facilitate the sale of multi-family properties (2 & 3 families) to owner occupants.



# Strategy #7: Re-conversion of the Housing Stock

Encourage redevelopment of three units to two's and two's back to one's. Work with our fellow colleagues to develop a booklet outlying successful Connecticut examples & develop linkages to gap financing.





# Strategy # 8: Develop Home Improvement Loans

Coordinate the development of micro and matching loans, and larger loans partnering with CDBG/Liberty Bank City for home improvement loans.

Matching grants for up to \$1000 projects to make aesthetic exterior improvements to front doors, windows and minor porch repairs to raise the standards in the neighborhood.

Facilitate availability and access to loans up to \$50,000 for front porch improvements, exterior painting, garage repairs, roof replacement, new windows and other exterior improvements.



# Two Family Front Porch

Front Porch Renovations

Approximately \$5,000



BEFORE



AFTER



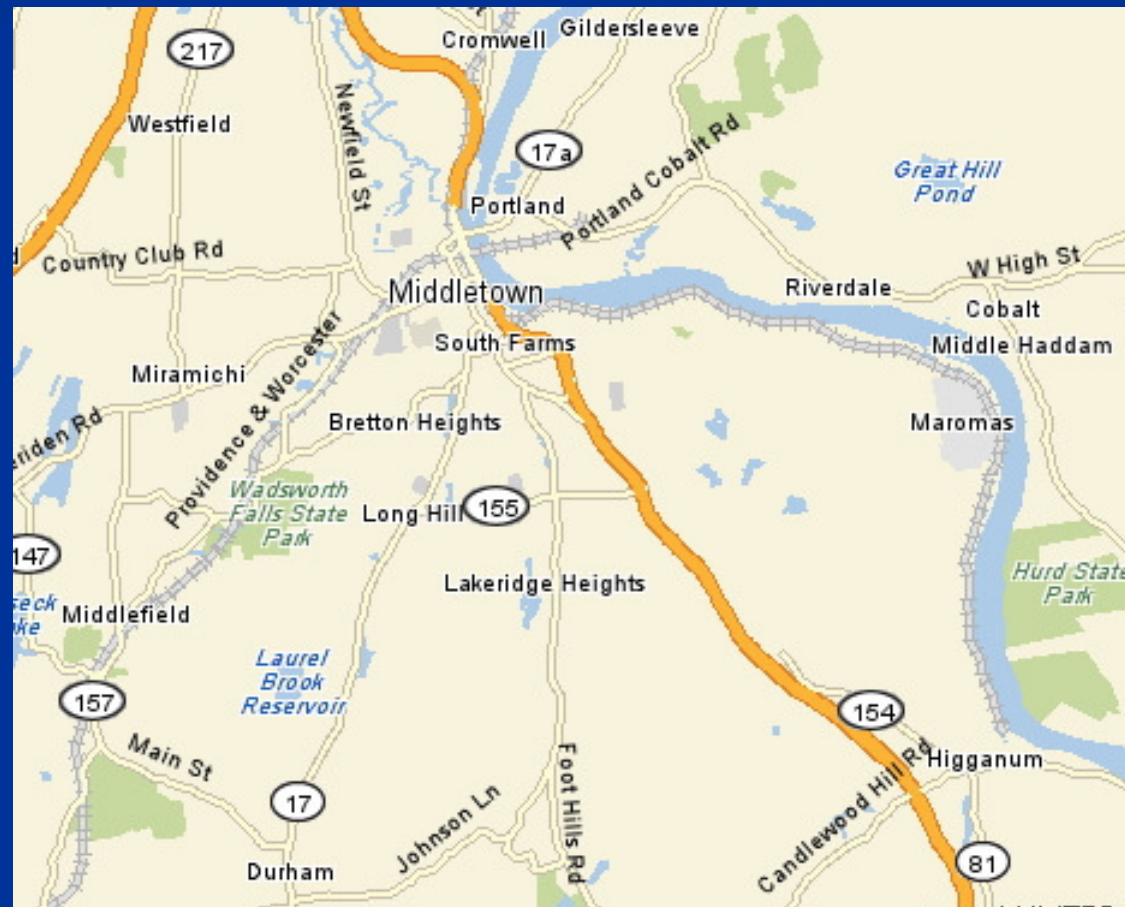
# Two Family Exterior

Remove siding, repair clapboards & paint ---- With CDBG, less than \$18,500



## Strategy #9: Create Choice & Geographic Opportunity

Foster the development of housing opportunities throughout the region for people with very-low incomes .





# Strategy # 10: Increase Organizing Capacity of North End Action Team (NEAT)

Strengthen its comprehensive existing activities to encourage indigenous participation in improving the general health and well being within the neighborhood.

**NEAT Notes:** A cappella choir

**DaVinci Club:** innovative projects, include building a Dream House, production of two 30-minute video documentaries and a boat building project.

**NEAT Sisters, Inc.:** Girls are involved in social and community service projects

**NEAT Mentoring Program:**

**NEAT Outing Club:**

**NEAT Chess Club:**

**Ferry Street Community Garden:**

**Arts in the Garden**



## Strategy # 10: Continued

# Foster Neighborhood Project Pride

Neighborhood clean-ups to encourage neighborhood communication, foster individual and collective leadership development, and neighborhood advocacy.

**Project Pride Day** in April 2005, involved 100-150 persons .

Households from sixteen streets participated in clean-ups and improvement projects.

**Community Policing and Code Enforcement Committee** meets monthly with municipal officials and NEAT to reduce trouble spots.

### Possible New Initiative:

Develop & distribute a pool of small **Project Pride grants** (<\$1,000) for porch lighting fixtures, plaques, banners, street and house signs identifying places.



# Summary

- Strategy #1: Promote the neighborhood as an Artist Enclave
- Strategy #2: Connect to Natural Resources
- Strategy #3: Focus On “Places”
- Strategy #4: Increase Homeownership
- Strategy #5: Promote the Not so Small House
- Strategy #6: Promoting Homeownership for the Large House
- Strategy #7: Re-conversion of the Housing Stock
- Strategy # 8: Develop Home Improvement Loans
- Strategy #9: Create Choice & Geographic Opportunity
- Strategy # 10: Increase Organizing Capacity of NEAT & Foster NEAT’s Project Pride

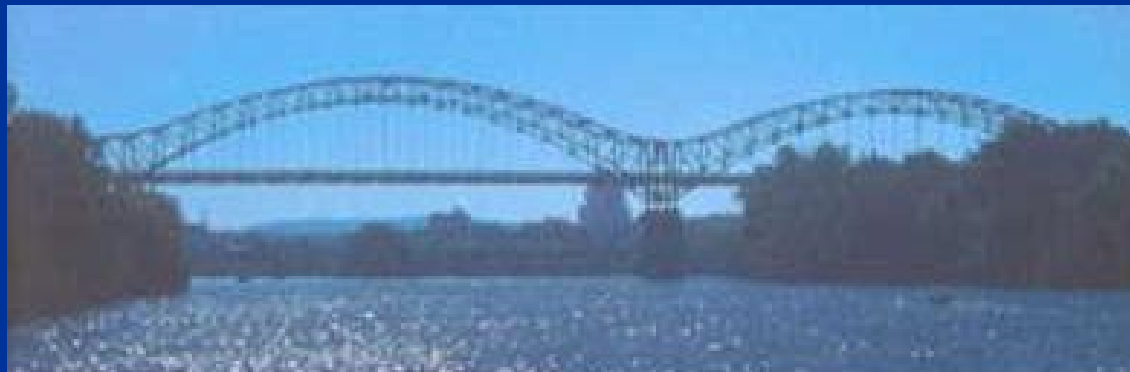
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13. Bowling Alone, Robert Putnam
14. Building Neighborhood Confidence: A Humanistic Strategy for Urban Housing, Rolf Goetze (out of print)
15. The Jonah Center for Earth and Art, <http://www.thejonahcenter.org/>
16. John Simone. Connecticut Main Street Center, <http://www.ctmainstreet.org/>

# Thanks to:

- Connecticut Housing Investment Fund (CHIF) & Connecticut CDFI Alliance, Inc.
- Michael Schubert of Community Development Strategies, Chicago, & Marcia Nedland of Fall Creek Consultants, Ithaca.
- Training Participants & Neighborhood Residents.
- Local Initiatives Support Corporation (LISC).

# THREE RIVERS AT THE NORTH END MIDDLETOWN, CT



Nehemiah Housing Corporation

Nehemiah Housing Corporation

Version: January 2006



# Possible Middletown Resources

- Support for neighborhood pride;
- CDBG for reinventing the housing stock (in Places) & the No so Small House;
- Create incentives for new investment in housing (e.g. Philadelphia, PA);
- Down payment assistance for homeowners;
- Infrastructure improvements.
- Assistance in leveraging other support